

## **Strategic Plan 2023-2025**

### Vision Statement

The Department of Communication Sciences and Disorders (COSD) is dedicated to creating a culture of student empowerment and success through implementation of innovative teaching and faculty-student collaborations in the classroom, clinical practice, and the community.

### Mission Statement

In support of Radford University's commitment to providing students a transformative educational experience within a community of inclusivity and empowerment, the Department of Communication Sciences and Disorders is committed to cultivating excellence in a supportive environment to inspire student success through a shared vision of inclusiveness and service within campus community and beyond.

**2023-2025 University Strategic Goals**

**Goal 1:** Define and capitalize on Radford University’s distinctive academic programs and experiences.

University Strategies	Communication Sciences and Disorders Goals	Communication Sciences and Disorders Key Measures and Outcomes	Timeline	Progress
<p><b>1.</b> Collaborate within the campus-wide process to identify distinctive programs and experiences.</p> <p><i>Measures and Outcomes: Every student graduates career-ready with at least one high-impact experience</i></p>	<p><b>Goal 1.</b> Collectively identify key areas of distinction within the curriculum and experiences in the undergraduate and graduate programs in COSD.</p>	<p>Td02.2 (i)3.2 (n (l)3.1 (y)-8 ( i)-)-18 g.TJTw -8.1 (e)-2.9 2 347.04 Tm60</p>		

Artis Center for  
Adaptive  
Innovation and  
Creativity (e.g.,  
Radford  
University Brain  
Injury Clinic, Early  
Language Lab);  
audiology clinic  
(hearing

for graduate students (e.g., scholarship, service-learning).

experiences of distinction for graduate students.

simulation labs; community connections (New River Brain Injury Support Group in collaboration with Lewis-Gale Montgomery Hospital, local daycares and preschools in collaboration with the Radford Early Learning Center, Social Communication and Cognitive Abilities Lab online support group for individuals with

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				service fellowships.
	<b>Goal 2.</b> Collectively market key areas of distinction within the curriculum and experiences in the undergraduate and graduate programs in COSD to prospective students.	<b>2.A.</b> Create strategies for marketing the distinctive programs and experiences.	<b>2.A.</b> Fall 2024: Create at least 3 marketing strategies for each program.	Fall 2024: New materials were developed for undergraduate recruitment; new social media accounts have been created for the department, faculty, and research labs; Dr. Cassidy is participating in training on SLATE.
		<b>2.B.</b> Implement strategies for marketing the distinctive programs and experiences.	<b>2.B.</b> Spring 2025: Implement at least one of three marketing strategies for each program.	
<b>Goal 2:</b> Stabilize enrollment through increased student matriculation and reduced attrition.				

	<b>University Strategies</b>	<b>Communication Sciences</b>
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		sequence based on review.		
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**3.B. Implement 5  
recruitment strategies**